



say hello
to the new
pureology



PUREOLOGY®

PROFESSIONAL COLOR CARE

**100% VEGAN. ZEROSULFATES.
CONCENTRATED FORMULAS.**

what's new about our formulas?

We've updated our formulas to establish a higher standard of clean beauty for hair care. All of our formulas are now paraben-free, and our haircare collections are also mineral oil-free. We've also taken relaxation to a new level. Experience our new and improved aromatherapy fragrances in the shower and at the backbar.

improving sustainability

In addition to a new look and color palette, our packaging is now made of 95% post-consumer recycled materials and 100% recyclable.